Celebrating New York State’s Ophthalmic Dispensing Profession

New This Year!
We have a new setting...the Shenendoah Clubhouse!

The 2013
New York State Opticians Gala &
Professional Development Symposium
May 4-5, 2013

Commemorative Program

New York State Society of Opticians, Inc.
Serving Opticians and the Profession Since 1936

NYSSO

CELEBRATING NEW YORK STATE’S
OPHTHALMIC DISPENSING PROFESSION

The 2013
New York State Opticians Gala &
Professional Development Symposium
May 4-5, 2013

Commemorative Program

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A Message from the President of NYSSO

May 4, 2013

Dear Opticians, Supporters & Guests:

On behalf of the Board of Directors, staff and members of the New York State Society of Opticians, I want to welcome you to Turning Stone Resort & Casino for the 2013 New York State Opticians Gala and Professional Development Symposium. Tonight is about celebrating! Celebrate our noble profession and all those who support our work — our colleagues, patients, family and friends, and the companies that we do business with each and every day.

I ask you to take a look and speak with the many outstanding companies represented here tonight. Please support them and our advertisers as their support helps us advance our important mission and protect the profession. I want to particularly acknowledge our Major Sponsors for the 2013 Gala: Jobson Medical Information, our Media Sponsor; Luxottica, our Four Under Forty Award Sponsor; Europa International, our New York State Optical Retailer of the Year Award Sponsor; as well as Technical Career Institutes and US Optical.

Thank you for your ongoing support of NYSSO. Because of your presence, NYSSO is making a difference in the Ophthalmic Dispensing profession across New York State and the nation. We are now reaching and helping more Opticians than ever through our outreach, communications and programming.

So, here’s to Opticianry! Here’s to you!

Sincerely,

Ethan J. Brown
President
Best of Luck from Roger Shyer & Staff at Eastern States

It’s time to see what you’re missing.

65,000 Luxottica employees in 130 countries are doing amazing things around the world. Never heard of us?

We bet you have.

LuxotticaOpticians.com
The 2013 New York State Opticians Gala

Program of Events for the Evening of Saturday, May 4, 2013

Meet Our Sponsors Reception........................6:00 – 7:30 p.m.
Mingle, catch-up with friends and colleagues, meet some of New York’s finest optical companies and their representatives! Opticians PAC Raffle tickets available.

Dinner...............................................................................7:30 – 9:00 p.m.

Dinner Program
Master of Ceremony - Lisa L. Dolezel, Gala Chair & Regional Director

Welcoming & Acknowledgement of Storm Recovery Fund Supporters
Ethan J. Brown, President

Acknowledgements of Major Sponsors
• Media Sponsor – Jobson Medical Information
• New York State Optical Retailer of the Year Sponsor – Europa International
  David Lewis, Accounts Manager
• New York State Four Under Forty Awards Sponsor – Luxottica
  Nicola Perini, Vice President of Sales, East Coast Division
• Gala Sponsor - Technical Career Institutes – College of Technology
  Dr. Jayne Weinberger, Ophthalmic Dispensing Program Chair
• Gala & Symposium Lunch Sponsor – US Optical
  Ralph Cotran, Vice President

Presentation of NYSSO Annual Awards
Sharon Breivogel-Leonard & Richard Bauman,
Awards Committee Members & Past Presidents

Presentation of the New York State Optical Retailer of the Year Award
Introduced by Lisa Dolezel & John A. Graziano, Jr., Executive Director

Presentation of the New York State Four Under Forty Awards
Introduced by Lisa Dolezel & John A. Graziano, Jr., Executive Director

* Honorees are asked to exit stage on left side for photographs with NYSSO leaders.

PAC Raffle and Door Prize Drawings
John A. Kennedy, Jr., Past President

Join your colleagues and friends for the After-Event Parties at the Sports Bar on Casino Floor and later at Lava! Continue the celebration!
NYSSO Presidents: 1936 - 2013

1936-1942  Philip Salvatori *
1943-1944  Wilfred Brunelle *
1945-1946  Leland Bigelow *
1947-1948  George Schneider *
1949-1950  Al Levine *
1951-1955  Philip Salvatori *
1956-1957  William Heimlich *
1958-1959  John Hansen *
1960-1961  Harold Murdock *
1962-1963  Frederick Smith *
1964-1965  Thomas J. Cogger *
1966-1967  T.J. Ogar *
1968-1969  Michael Rich *
1970-1971  Jery Stenzler *
1972-1973  Cosmo Fratello
1974-1975  William A. Cahill *
1976-1977  Raymond Leahy
1978-1979  David Gerstner

1979-1981  Richard S. Buchanan
1981-1982  Wesley Evens *
1982-1984  Richard Terry *
1987-1989  Patrick E. Roche
1990-1991  Thomas Guthlein
1994-1995  Laura Frezza-Chiarello
1996-1998  Michael T. Murphy
1999-2000  Robert Wallner
2000-2002  David B. Cohen
2002-2004  Carl A. Conklin, Jr.
2004-2005  Michael P. Buenau
2007-2009  Richard Bauman
2009-2011  Laurie Schreiber
2011-     Ethan J. Brown

* - Deceased

Save-the-Date
Join us again next year for the 2014 New York State Opticians Gala & Professional Development Symposium, May 3 & 4, 2014
Turning Stone Resort & Casino

NYSSO Leadership

EXECUTIVE BOARD
President: Ethan J. Brown
Vice President: Howard Braunstein
Secretary: Deborah Ullrich
Treasurer: Lisa Lund-Dolezel
Past President: Laurie A. Schreiber

REGIONAL DIRECTORS
Region 1
Kevin Poveromo (2013)
Alicia Rabb (2014)

Region 2
Ronnie Orlovski (2013)
Laurie A. Schreiber (2014)
Michelle Aiferi-Hammell (2015)

Region 3
Lisa Lund-Dolezel (2013)
Deborah Ullrich (2014)
Renee Krajcar (2015)

Region 4
Diane Melnik (2013)
R. Bruce Mapes (2014)

Region 5
Laura Frezza-Chiarello (2013)
Joseph Sollecito (2014)
Ethan J. Brown (2015)

Region 6
Howard Braunstein (2013)
Richard Bauman (2014)
George Hsu (2015)

Region 7
Thomas Guthlein (2013)
Dennis Casey (2014)
Laura DiMattei (2015)

NYSSO Staff
Executive Director: John A. Graziano, Jr.
Society Administrator: Brian Buff
Assistant Administrator: Nicole Kaufmann
NYSSO Awards & Honors - 2013

The Board of Directors and Awards Committee of the New York State Society of Opticians are pleased to introduce the recipients of this year’s Society Awards:

**New York State Optician of the Year**
Loretta Ackerman & Marie Coluccio – Eyedentity Eyewear
This year, the New York State Optician of the Year award is being presented to two sisters, who have a combined 60 years of experience in the profession and own and operate one of the hippest, trendiest optical shops in the state. Through their efforts, they have elevated the standards of Ophthalmic Dispensing in the state and served the best interests of the Society.

**Richard A. Terry Award**
Deborah Ullrich – Perferx Optical
The Richard A. Terry Award is presented to a member of the New York State Society of Opticians who has made an important impact on the Society and in forwarding its mission of advancing and protecting the profession. Past chapter officer, NYSSO Secretary, Regional Director, committee chair and member, advisor to NYSSO leaders and staff, Deb has done it all. She continues to make a lasting impact on NYSSO and her peers.

**The NYSSO Lifetime Achievement Award**
Barry E. Santini – Long Island Opticians
The Lifetime Achievement Award is presented in recognition of contributions and loyal dedication to the advancement of the ideals of the Society and its continuing development. Barry is a proud New York State Licensed Optician. He is a consummate professional who is always promoting the profession and NYSSO wherever he goes. He sets the standard for his colleagues across the Empire State.
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* Valid through May 31, 2013 • Not valid with any other offer or discount.
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Congratulations Meade Optical!
The New York State Optical Retailer of the Year Award is proudly sponsored by

Europa Eyewear
Congratulations to
4 Under 40 Award Winners

JEFFREY PAUL BUENAU
MARK DIVIETRO
LISHA LAMBERT
ALICIA RABB

In Recognition of Your Bright Future in Ophthalmic Dispensing, Upholding the Highest Ideals of the Profession, and for Giving Back to the Profession and Your Community.
Four Under Forty Awards - 2013

The 2013 New York State Four Under Forty Award Recipients

The Luxottica-NYSSO Four Under Forty Award was established this year as an annual recognition of four young New York State Ophthalmic Dispensing professionals who uphold the highest ideals of the profession, give back to the profession and their communities, and who truly represent the future of the profession.

The recipients of the 2013 award are:

JEFFREY PAUL BUENAU
MARK DIVIETRO
LISHA LAMBERT-RIVERO
ALICIA RABB

Congratulations to all these Opticians!

The New York State Four Under Forty Awards are proudly sponsored by

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Thank you to all NYSSO Members for their continued support of Safilo USA!
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Sunday, May 5, 2013

8 Hours of CE Available!

SPECIAL SYMPOSIUM 4 HOUR WORKSHOP
8:00 a.m. - 12:00 p.m.
Main Casino Building/Mohawk Room
MEDICARE POST-OP CATARACT EYEWEAR: CODING, BILLING AND SUPPLIER COMPLIANCE
with Pamela Fritz, Courtesy of Tura & US Optical & Charmant
(4 NYS Dual Ophthalmic Dispensing/Business Management Credits)
Free to NYSSO Members/Non-Members Registration Fee - $120.00
Attendees can join us for lunch and afternoon courses in the Clubhouse at the completion of the workshop.

The following is the main Continuing Education Program being held in the Shenendoah Clubhouse Ballroom.

8:00 – 9:00 a.m.
XPERIO
with Greg Rodriguez, Courtesy of Essilor
(1 NYS Ophthalmic Dispensing Credit)

9:00 – 10:00 a.m.
MULTI-CULTURAL DISPENSING
with Greg Rodriguez, Courtesy of Essilor
(1 NYS Ophthalmic Dispensing Credit)

10:00 – 11:00 a.m.
STATE OF THE STATE’S OPHTHALMIC DISPENSING PROFESSION
with Executive Secretary Seth Rockmuller & Member of the State Board for Ophthalmic Dispensing
(1 NYS Dual Ophthalmic Dispensing/Contact Lens Credit)

11:00 a.m. – 12:00 p.m.
MENTORING FOR THE OPHTHALMIC DISPENSING PROFESSION
with NYSSO Mentoring Program Team
(1 NYS Dual Ophthalmic Dispensing/Contact Lens Credit)
Professional Development Symposium

SPECIAL LUNCHE TIME PROGRAM - NEW THIS YEAR!

12:00 p.m.
Buffet Lunch Begins Serving
Compliments of US Optical

We will take 30 minutes for everyone to take a break and be served lunch, then we will begin our lunchtime presentation:

12:30 – 1:30 p.m.
NEW YORK STATE DMV’S NEW ONLINE VISION REGISTRY
with DMV Staff
(1 NYS Dual Ophthalmic Dispensing/Business Management Credit)
1:30 – 2:30 p.m.
ADVENTURES IN SALES PREVENTION
with Ralph Kent, Courtesy of Luzerne Optical
(1 NYS Dual Ophthalmic Dispensing/Business Management Credit)
2:30 – 3:30 p.m.
REAL WORLD VISION
with Laurie Pierce, Courtesy of Shamir Insight
(1 NYS Ophthalmic Dispensing Credit)
3:30 – 4:30 p.m.
AUTO 111
with Laurie Pierce, Courtesy of Shamir Insight
(1 NYS Ophthalmic Dispensing Credit)

REMEMBER: JOIN OR RENEW WITH NYSSO AT THIS EVENT AND RECEIVE YOUR CREDITS FOR FREE! YOU MAY ALSO PURCHASE CREDITS FOR $30.00/CREDIT HOUR.

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John A. Graziano, Jr., President

Center for Non-Profit Development
Remaining 2012-13 Membership Year Schedule

**May 2013**
- May 4 & 5: 2013 NYS Opticians Gala & Professional Development Symposium at Turning Stone
- May 4: Spring Board of Directors Meeting at Turning Stone
- May 8: Long Island Meeting in Farmingdale
- May 15: Region 4 Meeting in Poughkeepsie
- May 19: Buffalo Regional Symposium at ECC
- May 21: Metro Regional Meeting at TCI in Manhattan

**June 2013**
- June 12: Long Island Meeting in Farmingdale

**July 2013**
- July 1: 2013-14 Renewals Posted

**August 2013**
- August 11: Metro Regional Symposium
- August 31: 2013-13 Membership Year Ends

For up-to-date scheduling and full event details, please go to the NYSSO Online Calendar of Events at www.nysso.org
NYSSO Establishing Mentor Program
Experienced Opticians Sought to Assist Ophthalmic Dispensing Students and Newly-Licensed Colleagues

Mentoring is a process in which a senior and more experienced professional assists the development of students or younger colleagues. The senior is called the mentor, who advises, counsels and guides a student or young professional to perform to the best of his or her abilities. The mentor also provides clarifications of doubts as they occur. The mentoring exercise is beneficial to both the practice and the person being mentored.

Mentoring sessions hone and develop the latent skills and talents of the mentored. The mentor is one who has vast knowledge and experience on the job and in the profession. The mentor cultivates the performance of the student or young professional. He or she coaches the student or young professional on the technical requirements of the job, the policies and practices of the practice and on interpersonal skills. Because the mentor is supportive of the student or young professional, the rapport and camaraderie between both of them is strong.

By guiding and supporting students and young professionals, the mentor helps advance future careers. The hands-on training and one-on-one counseling of mentorship ensures that the future Optician will be equipped to take on the roles, duties and higher responsibility in the profession.

NYSSO is seeking experienced Opticians who are willing to offer their time and talents to assist the future of our profession. How?

• By making yourself available to speak with Ophthalmic Dispensing Students and newly-licensed Opticians—answering their questions and offering encouragement.

• Allowing Ophthalmic Dispensing Students and newly-licensed Opticians to visit your practice or sponsor a field experience where a future Optician can observe and learn more about what it is to dispense.

• By joining a NYSSO school visit team and meeting with Ophthalmic Dispensing Students on campus.

Use the form below to express your interest in the NYSSO Mentor Program. We will contact you and answer any questions you may have. NYSSO will also provide mentor training.

☐ I want to learn more about becoming a NYSSO Mentor! Please contact me.

Name: __________________________
Title: __________________________
Business: _________________________
Address: _________________________
City: ____________________________
State: __________ Zip: ____________
Phone: _________________________
E-Mail: _________________________

Check all that apply:

☐ I would be willing to speak with young colleagues regarding the profession.

☐ I would be willing to offer a field experience to an Ophthalmic Dispensing Student.

☐ I would be willing to visit a school and speak with Ophthalmic Dispensing Students.

Please return this form to:
NYSSO Mentoring Program, 1450 Western Avenue, Suite 101, Albany, NY 12203-3539 or fax to: (518)463-8656 or e-mail to: nysso@caphill.com
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